

Tobacco Revenue, Use, Spending and Tracking Commission
March 14, 2005
Arizona Department of Health Services
150 North 18th Avenue, Room 540A
Phoenix, Arizona 85007

MINUTES

Members Present: Matthew Madonna – President
William Pfeifer – Vice President
Kelly Hsu, M.D.
Hugh Miller, M.D.

ADHS Staff: Danny Valenzuela – Deputy Director
Raul Muñoz – Deputy Assistant Director
Patricia Tarango – Office Chief
Dilia Loé – Chief Administrative Officer
Bob Leischow, Chronic Disease Fund Administrator
Lynda Anderson – Administrative Assistant

The meeting was called to order at 10:19am by Matt Madonna – President

Mr. Madonna - Motion to approve the minutes of February 15, 2005

Dr. Miller - Moved to approve minutes.

Dr. Hsu - Seconded.

Minutes approved.

Mr. Pfeifer – Twenty-one letters were sent to prospective new members, interviews were completed and a list of nine members will be forwarded to Director Eden for approval. The nominees have diverse backgrounds that will bring additional insight to the TRUST Commission.

Mr. Madonna – The new members will be assigned term lengths. There is no sunset for the TRUST Commission, therefore the process for maintaining members will be ongoing.

Discussion related to the commitment and training for the new members.

Dr. Miller – New members should prove willingness to serve on the TRUST Commission. Recommend that there be a time commitment and attend an orientation to include Ethics Training. Questioned the open meeting law and quorum of the training session.

Mr. Madonna – Feels there should be an introduction meeting with all members, bring in an outside facilitator (Kimberly McAdams), emphasizing on the accomplishments the TRUST Commission has already completed.

Dr. Miller – There is a need for the meeting to decide the future strategies, recommend two meetings, 1) agenda, next steps, planning calendar; 2) strengths and weaknesses of TEPP, TEPP's mission, critical components to the mission, an open dialogue.

Ms. Tarango – What is the process of the TRUST Commission's recommendations, what are the TRUST Commission's expectations for the Department?

Mr. Madonna – There is no process in place, recommend that Ms. Tarango draft a proposal for the recommendation process for the Department.

Further discussion pertaining to the training of the new members. Recommendations are for mandatory sessions, one a joint meeting with an outside facilitator to include, where do we go from here, length and timeframes for the meetings, second one to include the last five months of education on TEPP and the contractors review for the new members.

Mr. Pfeifer – Vote on the new members at the April 20th meeting.

Dr. Miller – Recommend that the April meeting be canceled, vote on the new members at the end of March, schedule the two orientation sessions for April and May. At the May 18, 2005 meeting begin to establish the agenda for the next year. Possibility of expense reimbursement for travel to the TRUST Commission meetings. Budget item for next year.

Discussion on a conference call meeting to vote to confirm the new members. Will a conference call meet the obligation of the open meeting law? March 30, 2005, 9am, was set as the date and time for the conference call meeting to vote to confirm the new members and to cancel the April 20, 2005 meeting. Two orientation sessions will be schedule between March 30, 2005 and May 18, 2005. Use of teleconferencing and possibility of rotating meetings around the state.

The May 18, 2005 meeting will be the first regularly scheduled meeting with the new members. Kimberly McAdams will facilitate, focus on new directions, planning and function of the TRUST Commission.

The TEPP office will send to the members a packet to include the By-laws, Mission Statement, Common Purpose Statement, Values/Ethical Statement, Proposition 303 authorizing the TRUST Commission and the 2005 Biennial Report.

Recruitment of new members will be an ongoing process. Need to establish terms for the new members.

Mr. Pfeifer – Three new members will serve to fill the three vacant positions with their term ending in 2007. The remaining new members will serve three-year terms to end in 2008.

Ms. Tarango – Presentation and viewing of the anti-smoking video by the Phoenix Fire Fighters. Usage in schools, family orientated TV shows, 7-11 year olds is the target age. Integrate with the Tobacco Free logo and tag with ADHS and the Phoenix Fire Department.

Discussion concerning the funding source of the video. Video was produced by the Phoenix Fire Department through their contract with ADHS/Maricopa County for cessation. ADHS allows contractors to be creative and flexible. The video was not meant to be a media piece, rather an educational tool in schools. Possible media use in the future. TEPP to update the TRUST Commission on use of the video.

Ms. Tarango – Second Hand Smoke update, review of the Square Ones from the Evaluation Unit, Arizona specific data is being used in the development of the secondhand smoke messaging and to tie to the Tobacco Education and Prevention Programs and Projects. Use of a

three-phase approach, 1) General Awareness, 2) Impact of Secondhand Smoke on others with compromised health, 3) Influencers.

Discussion on the definition of General Awareness, use of an evaluation tool to measure the effects of the second hand smoke message, need to reinforce the dangers of second hand smoke on the population, study showing second hand smoke causes breast cancer, bring the message to the Asian communities, who should TEPP fund to produce the message, different approach on second hand smoke from cessation and prevention. The Smoke Free Arizona initiative for 2006 addresses concerns about the second hand smoke, until then, there needs to be a relevant message on the dangers, need to denormalize tobacco use.

Ms. Tarango – TEPP is just in the beginning phase, need to finalize the budget, need for the evaluation measures to be completed. TEPP is heading in the right direction with second hand smoke and the message needs to support current TEPP programs.

Discussion on connected messaging, overall goals, funding, professional production, innovative messages, not just a media message, use for schools, workplaces, and cessation classes.

Ms. Tarango – Future agenda items to include 1) Update on measuring the “Dance” commercial, 2) Use of the Logic Model for evaluating media, and 3) Update on Second Hand Smoke message production.

Discussion on the definition of “Logic Model” and Director Eden’s invitation to involve input from the TRUST Commission on message productions.

Mr. Muñoz – Review of the Chronic Disease programs, some time frames to complete the contracts will not be met due to a variety of reasons. Recommend that they be extended, without additional costs, for 3-6 months. The Comprehensive Chronic Disease Plan will be sent to the TRUST Commission for review and finalized in June. Three million dollars on hand and \$2 million spent on the projects. At that time determination will be made to see which programs fit with the plan. New RFPs will be issued in January 2006.

Discussion on extending the current contracts, determined by completion or nearly completed projects, no new round of RFPs, define “worthwhile” projects – meet deliverables, funding, the TRUST Commission encourages ADHS to extend the contracts, does not want nearly completed projects to go dark.

Ms. Tarango – Some projects have completed their contract, some are not completed, and the Comprehensive Chronic Disease Plan has sufficient funds to move new projects forward.

Discussion on the need to complete the Comprehensive Chronic Disease Plan prior to evaluating the projects, the plan encompasses heart, lung, and cancer. Extension if the project is 70% completed, no cost extension, keep the momentum going if the projects are worthy, time frame for the extensions, need for the projects to be consistent with the plan, new direction with new RFP 12 months from now. Concerns about current worthwhile projects going dark, having to begin all over again when an extension could keep the project going until the new RFP. Need for sustainability of the projects, extension for eight of the projects, evaluate when the plan is completed in June.

Mr. Leischow – American Cancer Society’s project will be done in July, Call to Action June 16-17, 2005, T-Gen possible extension until January, need for priority discussion as early as May 2005.

Discussion on the time frame for a new RFP process, new procurement procedures that are not in the Department’s control. Recommend that eight of the projects be granted an extension to completed their projects. Will the Comprehensive Chronic Disease Plan have an evaluation component to the plan? Need for a focus or positive return to the community.

Call for public comment – None.

Mr. Madonna - Motion to adjourn.

Dr. Miller - Moved to adjourn the meeting.

Dr. Hsu - Seconded.

Meeting adjourned at 1:35pm.

Patricia Tarango
Office Chief
Office of Tobacco Education and Prevention Program
Arizona Department of Health Services